

# Eventive of Abu Dhabi Launching A Series of Art Seminars

By Dorothy Waldman

HAVE you ever walked into a gallery and immediately been drawn to a painting? For whatever reason, that particular work of art resonates with your soul and you know you must have it. But then you begin to have doubts – Is it a good buy? Will it make a statement in my collection? Has the restoration been expertly executed? Seasoned as well as novice art collectors all ask these same questions.

To educate art lovers and collectors so they will have the background to make informed decisions when it comes to their art purchases, Eventive LLC, is organising two full day seminars – **The Art of Collecting Art** on 9 March, 2008 at the Shangri-La Qaryat Al Beri Hotel in Abu Dhabi and **Living with Art** on 31 March. The second seminar will be held at the Abu Dhabi National Exhibition Centre in association with Interiors UAE from March 30 to April 2, 2008.

Each of the programmes will feature world renowned guest speakers who will discuss all aspects of collecting fine art, antiques, and masterpiece furnishings.

Keynote speaker will be Jarno Peltonen, President of The Marie-Louise and Gunnar Didrichsen Art Foundation in Finland. Dr. Terry Barrett, of The Ohio State University and the author of *Why Is That Art?* Will open The Art of Collecting Art program. Other notables include Anna Catellani, an art restoration expert who has personally worked on masterpieces by such artists as Salvador Dali and Pablo Picasso. Other topics to be covered at this seminar include: Investing in Art and Trends in Investment Art with a presentation by Augustus Rylands, Founder and Artistic Director of Cornice Art Fair in Venice, Italy. The second seminar, *Living with Art*, will feature interior designer Dinah L. Lazor who will discuss popular decorative motifs. Annette Grunland will educate attendees on Oriental carpets.

Other lectures at this event will in-

clude advice on selecting antiques and furnishings from Europe and North America.

Both seminars are designed to educate the art consumer and collector so they can make better, more informed selections. Although collecting art of all types is a passion, it is also an investment. It is important to buy pieces you love, but it is equally important to know the quality and value of what you are collecting.

## "The Art of Collecting Art"

A Seminar being organized for presentation on

9th March 2008  
Shangri-La Qaryat Al Beri  
Abu Dhabi

### Jarno Peltonen Keynote Speaker at Seminar in Abu Dhabi

THE Didrichsen Museum of Art and Culture located in Helsinki, Finland is the result of a love of art and the magnificent collection that was accumulated by a successful, Danish-born businessman, Gunnar Didrichsen and his wife, Marie-Louise. Jarno Peltonen, Chairman of the Board of the Marie-Louise and Gunnar Didrichsen Art Foundation, will be in Abu Dhabi on 9 March 2008 to share the story of how this couple's shared passion for collecting art grew into one of the most delightful art museums in modern Finland.

This is the first in a series of introductions to the world's most cherished private art collections which is a dedicated segment of Eventive's The Art of Collecting Art programs.

"The Didrichsens were avid art collectors and patrons of the arts," says Mr. Peltonen. "They began purchasing works of art in the 1940s and later came to the realization that their vast collection must be preserved for future generations," he adds. Since 1965, the artworks have been housed in the museum that bears their name located on the grounds of the family home. The couple's first acquisitions were paintings by Finnish artists such as Hugo Simberg, Tyko Sallinen, and Juho Rissanen. It was shortly after their marriage that they acquired their first important work, the 'Ateria' (eng. Meal) by Pekka Halonen.

In subsequent years, many sculptures by Henry Moore were obtained, and now that collection is the largest of all the Nordic countries. In the modern, international art collection there are works by Picasso, Kandinsky, Miro, Leger, Moore, Giacometti and Arp.

The Museum houses Finland's only Pre-Columbian art collection of the highly developed American Indian cultures in Mesoamerica and the Andean area of South America from 2000 BC to the 14th century AD. This includes Olmec, Jalisco, Colima and Maya cultures. The oriental art collection is dominated by Chinese art from the Shang-dynasty to the Ming—dynasty. The collection also includes art from the Far and Near East.

Mr. Peltonen's presentation will offer additional insight into owning art by sharing information on two other significant private collectors, Mrs Maire Gulichsen and Mrs Sara Hildén. He will also provide examples of art collection activities in Finland during the past decades.

The Art of Collecting Art seminar is taking place on March 9, 2008 at the Shangri-La Hotel Qaryat Al Beri in Abu Dhabi.

Advance registration is required for the full-day programme that runs from 09:30 to 17:00; doors opening at 09:00.

Registrations are limited.

For registration and information: [eventive@eventiveonline.com](mailto:eventive@eventiveonline.com)



Dr. Terry Barrett conducting a workshop on photography criticism at the 9th Teheran Photo Biennial, Teheran 2004

## Why Is That Art?

PROFESSOR of Art Education at The Ohio State University USA, Dr. Terry Barrett, is dedicated to increasing understanding and appreciation of art, especially contemporary art, controversial art, and items of visual culture, through philosophical and critical inquiry.

Barrett will be in Abu Dhabi to present a lecture "Criteria for Judging Art." The seminar is the debuting presentation of The Art of Collecting Art series being organised by Eventive LLC. The full-day seminar is taking place at the Shangri-La Hotel Qaryat Al Beri on Sunday, March 9, 2008.

His most recent book, *Why Is That Art? Aesthetics and Criticism of Contemporary Art* (Oxford University Press 2007), covers a broad, diverse, and engaging sampling of works – abstract and representational painting, monumental sculpture, performance art, video installations, films, and photographs. Barrett responds to these questions using three sources: the artists who created the works, philosophers of art, and art critics.

Other titles include *Criticising Photographs: An Introduction to Understanding Images*, *Criticising Art: Understanding the Contemporary*, and

*Interpreting Art: Reflecting, Wondering, and Responding*, which introduces readers to the varied methodologies of art interpretation.

Dr. Barrett is the recipient of a distinguished teaching award for his courses in criticism and aesthetics for teachers. He is the honoured educator of the Society for Photographic Education, Midwest Region, 2001. He serves as an Art Critic-in-education for the Ohio Arts Council, a consultant to arts agencies and art museums, and visiting critic to universities in which capacities he engages learners of all ages in thinking and writing about art. In 2004, Barrett conducted a workshop on photography criticism at the 9th Tehran Photo Biennial.

On 11 March, Abu Dhabi Culture & Heritage will host a lecture by Terry Barrett at the Cultural Foundation. "Types of Photographs: An Overview" will be an illustrated talk on the different ways photographs are used, and different reasons for why they are made. The presentation will offer ways to understand photographs, increase an individual's appreciation for the wonder of photography, and generally encourage interpretive thought about all photography.

## Living With Art

FAMED English interior designer, Lady Henrietta Spencer-Churchill will lecture on "Classic Interior Design" at the Eventive LLC seminar, *Living With Art*, being presented on 31 March 2008 in association with Interiors UAE taking place at the Abu Dhabi National Exhibition Centre from March 30 to April 2, 2008.

Henrietta is a Fellow Member of the British Interior Design Association (BIDA) and is past President and Fellow of the UK Chapter of the IIDA – International Interior Design Association (formerly ISID) and past Region Director for Region 1 – Europe. She is on the advisory board of the New York School of Interior Design and teaches there and at other schools in London.

In 1981, Henrietta Spencer-Churchill formed her own Interior Design Company, "Woodstock Designs." The Company now operates from two outlets; the main shop and office being based in Woodstock and a subsidiary studio/office in Fulham, London.

In 1986, a separate Company, "Spencer Churchill Designs," was formed to design and produce furnishing fabrics and wallpapers. The first collection was called the "Woodstock" collection, which comprised co-ordinating fabrics, wallpapers and borders.

Henrietta Spencer-Churchill has authored numerous books on interior design. Her first, *Classic English Interiors*, was published in 1990 by Anaya in England and subsequently by Rizzoli in the USA in 1992. *Blenheim and The Churchill Family*, published in October 2005, depicts the history of her family from John Churchill, The 1st Duke of Marlborough for whom Blenheim was built, to present day. Advance registration is required for the full-day *Living With Art* program that runs from 09:00 to 17:00; doors opening at 08:30. Registrations are limited. For registrations and information: [eventive@eventiveonline.com](mailto:eventive@eventiveonline.com).



Henrietta Spencer-Churchill